

Abstract of the Disclosure

A system and method are provided for commercial message
viewers or listeners to have ability to obtain additional information in
a separate channel to a commercial message being viewed in a
5 primary channel so that an advertiser of the commercial message
does not have to pay for the time of the additional information in the
primary channel. The viewers or listeners upon viewing or listening
the commercial message on receivers can click on the
advertisement to obtain additional information.

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